CLAIMS:

1. A full-colour organic electro-luminescent display device comprising a plurality of independently addressable full-colour pixels, each full-colour pixel (RGBX) comprising four sub-pixels, a red (R), a green (G), a blue (B) and a fourth sub-pixel (X), characterised in that the fourth sub-pixel (X) emits light of a fourth non-white colour with an efficiency higher than the efficiency of each of the R (red), G (green), and B (blue) sub-pixel.

2. A full-colour organic electro-luminescent display device according to claim 1, wherein said non-white colour has colour coordinates outside the colour area defined by the colour coordinates corresponding to light emitted from the RGB sub-pixels.

3. A full-colour organic electro-luminescent display device according to claim 1 or claim 2, wherein the fourth sub-pixel comprises a polymeric electro-luminescent compound.

4. A full-colour organic electro-luminescent display device according to claim 3, wherein the polymeric electro-luminescent compound is a poly(phenylene-vinylene).

5. A full-colour organic electro-luminescent display device according to any one of claims 1-4, wherein the non-white colour emitted from the fourth sub-pixel (X) is yellow/green light.

6. A full-colour organic electro-luminescent display device according to any one of claims 1-5, wherein each full-colour pixel comprises a plurality of subsets of sub-pixels available for emitting light of a desired colour, and the device comprises driving means for selectively addressing the subset among the plurality of subsets which provides the desired colour with the highest efficiency.

7. A full-colour organic electro-luminescent display device according to any one of claims 1-5, wherein each full-colour pixel comprises a plurality of subsets of sub-pixels

available for emitting light of a desired colour, and the device comprises driving means for selectively addressing the subset among the plurality of subsets which provides the desired colour with the longest life time of the sub-pixels.